

# **EVODE NEWS CIRCULAR**

## **ISSUE 19 - JANUARY, 1970**

**G R O U P   N E W S   C I R C U L A R** breaks new ground for 1970. Not only do we have a printed two-colour heading, but it has been produced on our own recently installed printing press. Just one aspect of the Company's reaction to the challenge of the 'Seventies.

### **ALLWEATHER EVODE PAINTS**

The main item of news has already been published elsewhere, but for the sake of good order, it is repeated in this Circular :

Allweather Evode Paints Limited have acquired goodwill and trade marks of the protective paints business previously carried on by Detel Paints Limited.

### **COX & WRIGHT**

A visit has been paid to Poland by one of the Company's Engineers in connection with shoe machinery installation.

### **EVODE LIMITED**

Social activities included :

The Evode Group Christmas Dance and amongst the guests were :

The Mayor and Mayoress of Stafford together with the Chief Officer and Town Clerk.

During the dance Miss Evode 1970 was elected, the winner being :

Miss Teresa Duncan (Dr. Simon's Secretary).

The dance was held at Stafford's 'Top-of-the-World' Ballroom.

The 5<sup>th</sup> January saw contact with our local civic dignitaries again, when an official visit to the Company was made by :

The Mayor and Mayoress and Chief Officer and Town Clerk.

On the sales front the Building Chemicals and Bitumen Division held a launch meeting on 6<sup>th</sup> January for the market of two new products :

### **D E C O L I T H and R U B E T O N**

The first orders for both these products are already being received. Decolith is a new method of waterproofing concrete or brickwork structures such as leaking basements and tunnels and Rubeton is a bonding agent which provides low cost repairs to concrete surfaces such as roadways.

### **Overseas visitors during the last few weeks included :**

Mr. Oskui from Iran to discuss Roof Waterproofing Contracts, and

Mr. Tinsley from Malaysia and Singapore.

News regarding Company personnel is that : Mr. S.B. Knowlden - Export Manager will visit a number of African countries early in the year including Ghana and Kenya, and

Mr. J.D. Roche - Assistant Export Manager will be visiting the "Middle East", Greece and all areas of Arabia.

Mr. Alec Page who for some time has been a Chemist in the Licensee Laboratory at Stafford, started work with our Dutch Licensee, Simson, on Monday 8<sup>th</sup> January, 1970.

We are now in the process of commissioning the new factory that has been built behind the Vik Supplies factory and this will be ready in time to meet increasing demands for all our products later this year. It is well worthwhile having a look at this massive addition to our production area.

On the export front we have two interesting items for Evo-Stik Adhesives, the first being : A new Contract from Hungary for a minimum order of 40 metric tons,

and an order from Ceylon for over 60,000 pints of 528.

### **EVODE INDUSTRIES**

The Company was visited by Dr. H. Simon during December who was able to attend the Christmas Party, which he found to be most enjoyable, the only unfortunate feature being that the date clashed with that of the Evode Party in Stafford.

### **C O M M U N I C A T I O N S**

The volume of usage on our Switchboard has now exceeded the capacity of lines allocated under Stafford 2241, and accordingly we are transferring to another block - Stafford 3191 which will become operational as from 1<sup>st</sup> February, 1970,

Stafford 2241 will remain in the Directory until 31<sup>st</sup> December, 1970, during which time the lines will be "keyed in" to 3191. This means that anyone dialling either number will be put through to our Switch-board automatically, thus allowing ample time for changeover of

stationery and literature.

All our Customers and Associates will have formal notification of this change.

### **EVOMASTIC INDUSTRIAL DIVISION**

Much of the space in the new factory will be devoted to Mastic products for which there have been some interesting export orders recently, including :

Almost 4,000-lbs., of Polevogun, and Almost 20,000-ft., of Spanfil Joint Filler.

Both orders originating from Arab countries.

### **VIK SUPPLIES**

Mr. Roy Ecclestone has been appointed as Northern Area Representative specialising in the sale of Adhesives and Toe Puffs.

A new range of stiffener materials, VIKFORM 215, includes a novel combination with a lining material expected to provide a major addition to the Company's range of impregnating materials.

The importance of this type of material is shown by the fact that the December export orders for Toe Puff material totalled 32,000 yards.

An additional new coating plant is in the process of installation in the Vik Supplies factory.

### **M R . J O H N A R N O T T**

We are sorry to record that Mr. John Arnott died of a heart attack in the latter part of 1969. The news only reached us just before Christmas.

Mr. Arnott was formerly Sales Manager of English Waxes in the days when we used to manufacture Dove polish and will no doubt be remembered by quite a number of the longer service employees of the Company.

# **EVODE NEWS CIRCULAR**

## **ISSUE 20 - FEBRUARY, 1970**

Our hopes for the January issue to be published on headings printed on our own printing unit were foiled at the last minute and those used were produced by friends outside the Company. However, things were so "close" that we had no time to alter the opening announcement in the January issue. In any case that gave us two items for the price of one because now we can say that for this February issue some headings have been printed on our own machine which was operational a few days after our last issue.

### **ALLWEATHER EVODE PAINTS**

New appointments include :

Mr. K.J. Powell as Area Manager in Wiltshire, Somerset, Gloucestershire and South Wales. Mr. Powell joined the Company on 2:2:70.

Mr. B. Rooker has been appointed Area Manager in Yorkshire and will join the Company on 23:2:70.

Chlorinated Rubber Paints figure largely in the news of noteworthy orders this month and include :

£8,000 worth of Thixotropic Chlorinated Rubber Paint for the painting of British Rail container cranes.

Export to Saudi Arabia of £4,000 worth of Chlorinated Rubber Paint.

Again export (to Doha), nearly £3,000 worth of paint ordered by Taylor Woodrow (Building Exports) Limited.

### **COX & WRIGHT**

Visitors to the Company included :

Mr. Jerzy Malenczak, Manager of the Machinery Department of the Union of the Leather Industry, in Lodz, Poland.

Mr. Malcolm Wright and one of Cox & Wright's Senior technicians — Mr. L. Mikolajewicz, will be leaving shortly for Poland, visiting factories in :

Gdansk, Warsaw, Radom and Otmec.

### **EVODE LIMITED**

Visits by Company personnel included :

Mr. J.D. Roche - Assistant Export Manager - who visited the Middle East countries.

The new appointment during January was that of Mr. M. Bond, transferred from E.D.P. to become Group Organization and Methods Officer.

On the sales front, the Evo-Stik Marketing Division held Regional Managers Conferences on 2:1:70 and 30:1:70.

2,000 Gross Tubes over and above normal ordering were sold during January as a result of the "Impact" Adhesive and Clear Adhesive Tube Promotion.

During February the following new schemes will commence :

- Evo-Stik 'Impact' Promotion for Wholesale Salesmen,

- Evo-Stik 'Impact' Promotion for Promotional Salesmen,
- 'Easyway' Cocktail Bar Scheme in conjunction with 'Practical Householder'.
- Evo-Stik Builders Merchant Marketing Plan.
- Evo-Stik Wholesaler Support Scheme.

In other respects it is Export that figures largely in this month's news, with the Roof Waterproofing System in the forefront.

An order from Iran for Roof Waterproofing to the value of £18,000 with further orders to follow.

An order from Thailand for 20,000 sq., yds., of Waterproofing.

£1,500 worth of Weatherproofing material for the Virgin Islands.

Adhesive exports also get a mention, with 25,000-lbs., of Evo-Stik 613/FB going to Hungary.

## **EVODE INDUSTRIES**

A new Company, Vik Plastics Limited, was established towards the end of 1969 to cope with the requirements of the Irish Shoe Industry. The Company is now in full production and to prove it have recently concluded a contract with the British Shoe Corporation for 100—tons (in the first instance) of Injection Moulding Compound.

The extension to Evode Industries Office Block and Warehouse started last year has also been completed.

## **VIK SUPPLIES**

At the Annual General Meeting of the Company held on Tuesday, 21<sup>st</sup> January,

1970 Mr. K.J. Robinson was appointed a Director,

Mr. Richard Ablett has been appointed to specialize in the sale of Thermaflo Injection Moulding Compound and joins the Company on 2:3:70.

Overseas visits include :

Mr. K.H. Farey — Director to Evode Industries, Ireland, accompanied by Mr. A.N.A. Ilett, Group Purchasing Officer of the British Shoe Corporation, in connection with the Injection Moulding Compound negotiations.

Mr. C.E. Webb — Chief Chemist and Technical Manager is giving a lecture on hot melt adhesives at a symposium organised by SATRA on 12:2:70.

An additional coating and drying machine is being commissioned in the Vik Factory on the Stafford Site.

# EVODE NEWS CIRCULAR

## ISSUE 21 - MARCH, 1970

### ALLWEATHER EVODE PAINTS

New appointments to the Company include :

Mr. R. Taylor as Area Manager for Northumberland and Durham, and

Mr. Radley has joined the Company at the Gillingham Works having previously been with the Detel Paint Company.

The Company was visited by :

Mr. Mikdadi from Sager Engineers, Kuwait,

Export figures largely in orders this month. Over £5,000 worth of Chlorinated Rubber Paint being sold overseas.

### COX & WRIGHT

The Company will participate in the Leipzig Fair where Mr. W.T. Clifton and Mr. L. Mikolajewicz will be in attendance. Mr. Clifton has also visited Spain and Portugal.

Mr. Gordon Moore has been appointed General Manager of Fred. Hawkes (Refrigeration) Limited. Mr. Moore was formerly employed by Evode Limited in the Architects and Engineers Service Division and the above appointment is one of the results of the activities of the Management Development Committee which was formed sometime ago to further the Company policy of filling new appointments wherever possible from internal resources.

### EVODE LIMITED

Export again figures largely in the news of the month with all our activities getting a mention. There have been orders for waterproofing materials for :

Iran value £9,000

Mastics and Building Chemicals for the Arabian Gulf worth almost £2,000

Toe Puff material for South Africa worth more than £4,000,

and various orders for adhesives totalling over £3,500.

During February we were visited by :

Mr. Oskoui of Adinco, the Company placing the large export orders from Iran.

Mr. B Moore of Sale Tilney, Japan on the 23<sup>rd</sup> of March, and

from March 16<sup>th</sup> Mr. Sawamura of the same Company will be with us for two or three weeks.

Mr G Zucchini and Dr. Caldari from our Italian Licensees will visit us at the end of March.

Mr. J. Roche is about to visit Afghanistan, Pakistan and the Far East for one month.

Towards the end of February Dr. H. Simon visited Dia Prosim our French Licensee to discuss the reorganization of the manufacture and selling of our products.

There have been selling successes at home as well, the Industrial Adhesives Division obtaining a contract order from :

The Ministry of Defence for several adhesives, and

an order for several thousand gallons of Evo-Stik 9184 from The Marley Tile Company, and

an order for Evo-Stik 613 from Rolls Royce Ltd.

The Building Chemicals Division obtained large orders for more recently developed epoxy resin concretes designed for use on motorways and Epoxy Resin Mortar 4370 is being used in the removal of the notorious light wells on the M.6 whilst work on the Midland Motorway Link has brought an order for 27 tons of Epoxy Mortar 4395.

The month has seen the launch of the 1970 Flashband Campaign, following a considerable increase in production capacity and a planned further increase in the autumn. The ambition is an eight-fold increase in sales by late 1970.

The Company has been asked by the Central Office of Information for permission to circulate details of the Christmas 'Easyway' Scheme overseas as an example of British marketing, selling fast moving consumer goods.

#### **New appointments to the Company include :**

Mr. J. Langridge, representative for East London and East Anglia, Industrial Adhesives Division.

Mr. M. Willrich, Chemist in the Building Chemicals Laboratory.

Mr. H.N. Jones, Project Engineer in the Drawing Office.

A two-day "Teach-In" for all Mastics Sales Representatives was held on 4<sup>th</sup> and 5<sup>th</sup> March at Stafford, at which knowledge about products, publicity and salesmanship was reviewed and extended.

Mr. D. Whettingsteel has been appointed sales representative for Hants, Surrey, Sussex and Berks.

An order has been received from Boythorpe Cropstores for :

60-tons of SPK/1 Bituminous Mastic

and the Contracts Department has been using Black Silicone Sealant on the re-designed entrance to Blackpool Tower.

#### **EVODE INDUSTRIES LIMITED**

Dr. Simon visited the Company for the Annual General Meeting on 19<sup>th</sup> February.

Sales of Floor Levelling Compound continue to increase and an order from one customer for 100-tons was received recently.

#### **VIK SUPPLIES LIMITED**

The Company was visited by :

Messrs. Stibbe and Biekens from Bloch and Stibbe of Holland.

Other overseas activities in the form of considerable export orders have been mentioned earlier in this bulletin.

The Vik Plastics Factory in Ireland is now working on a two-shift system.

There has been considerable interest in new products of the Company including :

the Vikform Stiffener/Nylon Flock Lining combination, and Bata and John White, amongst others, have accepted the Vik Hot Melt "0" Rod 30 for use on Truline machines.

# EVODE NEWS CIRCULAR

ISSUE 22 - APRIL, 1970

## ALLWEATHER EVODE PAINTS

There are many interesting items on the sales front this month.

British Rail ordered over 800—gallons of Bitugel in one delivery.

The West Midlands Gas Board renewed their contract for several coatings including Evo-Led and Thixotropic Chlorinated Rubber Paint.

Large orders have been received from the Ministry of Transport for coatings for gritting and snow clearing vehicles.

An order for a thousand gallons of Aquatan, our new epoxy coating, was received. This is the first large order for Aquatan which can be applied to very damp surfaces.

British Airports Authority have renewed their Road Marking Paints Contract for another year.

## COX & WRIGHT

### The Company was visited by :

Mr. B. Moore and Mr. K. Sawamura of Sale Tilney Limited, Japan

and also during the month were visited by :

Mr. Sudershan P. Punj and Mr. Punj Junior from Punj Sons Pty. Ltd., Bombay.

In addition to the time spent at Cox & Wright Limited all these visitors spent some time at the Stafford site also.

## EVODE LIMITED

Dr. H. Simon is at present on a visit which will cover several countries of the American Continent. He is visiting :

Ercona Adhesives in Canada, then

Mexico to conclude arrangements for a joint venture there, then

to our Associates in the Argentine, and finally

a visit to Brazil in order to encourage an increase in the sale of Evode products in that country.

In other parts of the globe, Mr. S.B. Knowlden, Export Manager has just returned from a sales tour of :

Zambia, Kenya, Uganda, Ethiopia and Cyprus

and reports steady business from all areas. Evo-Stik Clear is very well received and there have been first-rate sales of Flashband in Ethiopia.

Mr. J.D. Roche, Assistant Export Manager left on 25<sup>th</sup> March for a sales visit of :

Thailand, Malaysia, Singapore and Ceylon

There are steady regular orders from these areas but new products are to be introduced.

Mr. Roche is now living in Great Haywood, Near Stafford and now that he is based at Head Office looks forward to getting to know many of his associates in person when he returns from his current trip.

Whilst on the subject of export, we have had our first large orders for Flashband from South Africa and there have been further

large 'roof waterproofing orders from Iran and Ethiopia.

**Another overseas visit was that made by :**

Mr. R.J. Osborne, Development Chemist in the Mastics Laboratory, who visited several companies in Germany to study the manufacture of a new type of sealant.

**Visitors to the Company included:**

Mr. G. Zucchini and Mr. G. Caldari of our Associates in Italy, and

Mr. Roseman and Dr. Ader of our Australian Associates, in addition to the gentlemen mentioned under Cox & Wright.

**Recent New Appointments :**

Mr. H. Venton appointed Divisional Chief Chemist, Building Chemicals and Bitumen Division, and

Dr. M.J. Welch appointed Divisional Chief Chemist, Mastics Division,

both with effect from 1<sup>st</sup> April, 1970.



# **EVODE NEWS CIRCULAR**

## **ISSUE 23 - MAY, 1970**

The EVODE FOOTBALL TEAM have ended the season as Division Two Champions, winning the game played on Monday, 11th May, and at the same time winning :

**THE DIVISION TWO CHAMPIONS CUP**

**THE LEAGUE DIVISION TWO TROPHY**

and

**THE STAFFORD PAGEANT CUP**

Although it is not the custom to devote space to social activities, the latest Annual Dinner of the EVODE GROUP '25 CLUB' deserves a mention because of the novelty of the programme.

It started with a Canal Tour by horse-drawn boat from Shebdon Wharf to Norbury, a journey lasting 1½ -hours. The weather was ideal, and Mr. John Bird went along with his guitar that provoked lusty, but not always tuneful, singing. The Dinner was held at the Royal Victoria Hotel in Newport and was reported to be excellent. At the Hotel, Dr. Simon, accompanied by his son Andrew, joined the party and during the evening Dr. Simon recounted some of the highlights of his journey to the Americas from which he had just returned.

### **ITEMS OF GENERAL INTEREST**

As quite a lot of the information provided by members of the individual companies is of interest to everybody, for the sake of easy reading, a new section has been introduced at the end of this issue for general items.

### **ALLWEATHER EVODE PAINTS**

Allweather Evode materials are being used to protect the world's largest drink container.

This is the 1,100,000 gallon capacity Cider Storage Tank at the Hereford Brewery of Bulmers Cider Limited.

A further order for :

1,000 kilos of Aquatan was received for use at the Leeds Sewage Works.

Following efforts by Mr. Tucker of the Architects and Engineers Service Division, Evotect Textured Coating and Pitan Moist Surface Primer both received a favourable report and mention in a recent issue of the Greater London Council's Materials Bulletin. Overseas visitors included :

Mr. Veitz from Him—Chemie, Holland.

### **COX & WRIGHT**

Mr. G.F. Wright has been elected to the Northamptonshire County Council at the recent election.

The Company was visited by :

Mr. McKinley of IMPS Footwear, Australia. The Company is exhibiting at the Pirmasens Shoe, Leather and Machinery Fair and several members of the Company will be in attendance.

There have been several press reports describing the use of our new machines in shoe and garment production. The interest being generated because the Company have introduced the first British built press with traversing head linked to a radio frequency generator for the emboss, weld and cut process with the ability to weld and cut with the head in any position across the full width of the machine table.

## **EVODE LIMITED**

Overseas visits have been made by :

Dr. H. Simon (see general section)

Mr. V. Vohralik and Mr. N.C. MacDonald visited Holland.

The Company has been visited by :

Mr. H.G. Hiwot of our Ethiopian Agents.

Mr. Hoverassian, a Consultant from Tehran, in connection with large export orders to Iran,

Mr. Roseman from South Africa to start up business on Flashband.

Mr. Nielsen of Sweden, a Plumbing Specialist interested in Plumbers Malt.

Mr. J.D. Roche, Assistant Export Manager reports on his recent return from a selling tour, successes with Evode exports in Afganistan, Malaysia, Singapore and Ceylon.

### **New appointments include :**

Mr. M.V. Cooksley as Development Chemist in the Mastics Laboratory.

Mr. Earle as Process Development Chemist.

Mr. N.A. Riddell, Sales Representative in County Durham and part of Yorkshire.

Mr. K.S. Randall, Sales Representative in Surrey and part of London.

Mr. E.M. Welsh has joined the Architects and Engineers Service Division as a Technical Consultant.

Orders received include one for :

3,000 gallons of Evascon for the Ministry of Public Building and Works Store at Stoke-on-Trent, and

the M.P.B.W. have shown an interest in our new product Decolith, after successfully using it to seal a long concrete duck.

Several large roof waterproofing contracts have been obtained, again one for the M.P.B.W, and one valued over £9,000 for Dormans of Stafford.

Evomastics Division have had their successes in all fields. Overseas bulk orders have been received from :

Singapore for Evomastic GX-5 where it is being used on blocks of flats after approval by the Ministry of Works.

There has been an order for over £7,000 worth of Flashband from Simson our Associates in Holland.

The London Transport Board have ordered 3,000 cartridges of Chromastic, and

250,000 feet of Evostrip have been supplied to Concrete Northern Limited.

As a result of the recent Flashband Campaign through the Merchant Sales Force, it is expected that the sales of Flashband alone in April will be greater than the total sales of all products in April, 1969.

## **EVODE INDUSTRIES**

Mr. J.E. Reid will be in Stafford for two weeks, where a programme has been planned for him to study emulsion and solution type adhesives.

## **VIK SUPPLIES**

There is continued success for :

0-ROD 30 where yearly contracts have been obtained from Bata and John White.

On the export front, there have been several large orders from :

Australia for Toe Puff Materials, and £4,000 of Vik Adhesives have been sold to Ghana.

### GENERAL INTEREST

Dr. Simon paid what can only be described as an intensive visit to the Americas, ranging from Canada to the Argentine via Mexico. A very brief account of his itinerary is as follows:

- Toronto Board Meeting Ercona Adhesives Limited and other business (12th to 15th April, 1970)
- Mexico City signing Agreements relating to "Evomex" commercial and technical discussions (16th to 19th April, 1970)
- Buenos Aires first ever visit to these licensees after five years. Also visiting customers in Cordoba and Mendoza (900 miles from Buenos Aires !) (20th to 26th April, 1970)
- Rio de Janeiro to assess business potential for us (27th to 29th April, 1970).

The Hong Kong Harbour Tunnel, approximately 2 ½ kilometres long, which is in effect an under—ground by—pass for traffic to avoid the heavily congested harbour area, is of interest to us because the British Architects and Engineers involved are specifying many Evode products, including :

Decolith, Evoseal, Polevomastic, Flashband and paints from Allweather Evode.

Factory safety — the quarterly meeting of the Staffordshire Occupational Health Nursing Group was held at Evode Limited, Common Road, Stafford in April. Following the meeting a talk was given on safety in the chemical industry by Mr. C. Stanley, A.M.I., Fire E.,

Fire and Safety Officer for the Evode Group of Companies. This was followed by a tour of the adhesives plant and a buffet supper. Miss Morris president of the group expressed her thanks to Evode Management for their hospitality.

In a period of three years "master" builder James Gow of Kirbymoorside, Yorkshire, has built a model village, all from hand—cut local stone — in his back garden

All the buildings in the village, comprising a church, cottages, public house and provisions store, are authentic replicas of notable buildings. They are built to the scale of ¾" to a foot and were assembled with the use of Evo-Stik "Impact" and Evo-Stik Woodworking adhesives.

Mr. B.C. Preece, Training Officer, has given a series of appreciation talks on the subject of decimalization and metrication. This talk was repeated several times in Stafford and at Evode Industries and Allweather Evode Paints, the general opinion being that this was a well prepared, well delivered and valuable talk.

The Company maintains contact with outside educational events at all levels, and the following has been the activity in this respect during recent weeks.

<b>NAME DEPARTMENT</b>	<b>COURSE</b>	<b>TITLE</b>
Mr. H.J. Chard	Laboratory	Management in the Chemical Industry.
Mr. A. Keeler	Building Chem. & Bit. Prods. Sales Staff.	Selling in the Seventies.
Dr. B.S. Jackson	Director	Designing with Aluminium Foil.
Dr. M.J. Welch	Evomastics	Stainless Steel — Symposium.
Mr. D. Bradley Mr. J. Brotherton Mr. K. Crutchley Mrs. K.J.B. Matthews	Vik Supplies Factory Adhesives Factory.	TWI courses on : a) Job Methods b) Job Instruction and Communications. Henley, D.E.P.
Mr. W. Scarlett Mr. D. Matthews	Trans. Office Garage	Supervision for Garage Foremen.

# **EVODE NEWS CIRCULAR**

**ISSUE 24 - JUNE, 1970**

## **GREATER RESPONSIBILITY FOR KEN DAVIES**

Mr. K.J.C. Davies has been appointed Sales Manager for the Evo-Stik Marketing Division in addition to his Sales Managership of the Builders' Merchants Division. Ken, therefore, now has the responsibility for Sales Managership of the largest slice of the Company's turnover.

## **SOCIAL CLUB ORGANISER**

Mr. D.E. Follows joined us on the 1<sup>st</sup> June to take up the position of Sports and Social Club Organiser for the Stafford companies. Mr. Follows was previously associated with the Sports and Social activities of another of Stafford's Clubs.

## **R.A.F. STAFFORD**

The Stafford site received a courtesy visit from Group Captain O'Hara, Office Commanding, R.A.F. Stafford

## **EVODE RE-VISITED**

On Thursday and Friday, 14<sup>th</sup> and 15<sup>th</sup> May at the invitation of Dr. H. Simon, we were visited by Mr. E.H. Beaumont who was the first Sales Director of the Evo-Stik Industrial Division until his retirement two years ago. Mr. Beaumont was very impressed with the changes which had taken place on the site and in the factory during those two years. These changes become more apparent to visitors like Mr. Beaumont than to members of the staff or regular visitors.

Mr. Beaumont seems to be enjoying his retirement, dividing his time between gardening and grandchildren.

## **CORRECTION OF MISPRINT**

Many people have drawn to our attention the misprint on page three of the last circular, when we reported that a long concrete DUCK had been sealed with DECOLITH. This should, of course, have read DUCKOLITH.

## **ALLWEATHER EVODE PAINTS**

Business is reported as proceeding at record levels.

There is one new appointment to mention, that of .

Mr. W.G. Brown as Midland Area Manager. The Company was visited by :

Mr. Veitz from Holland.

## **COX & WRIGHT**

Overseas visitors to the Company were, as the saying is, almost too numerous to mention. They included :

A party of sixteen visitors from Japan,

a smaller group from Mexico, and

individual visitors from South Africa, U.S.A., New Zealand and France.

The Pirmasens Exhibition was attended by seven members of the Company including Mr. M.E.J. Wright, Managing Director, and the

Exhibition proved to be very satisfactory, considerable interest being shown in the new SELECTA H.F. Press.

Mr. R. Houghton was in attendance at the International Exhibition - Europlastique - in Paris.

## **EVODE LIMITED**

Overseas sales tours are at present being made by :

Mr. S.B. Knowlden, Export Manager, to Nigeria and Ghana, and Mr. J.D. Roche, Assistant Export Manager, to countries of the Arabian Gulf.

### **Export orders include :**

Thermaflo 0-ROD for John White Footwear in Singapore, and bulk orders for Flashband from South Africa and from Simson our Dutch Associate.

### **Home sales include :**

An order for over 1,000 rolls of 12" Twinstik from the Post Office Contracts Department.

An order for several tons of 6820 Adhesive from the British Steel Corporation, and A new product - Thermaflo Hot Melt Carpet Seaming Tape - has made a good start with an order for 10,000 yards from Crossley Carpets, Halifax.

In other fields, our Architects and Engineers Service Division were able to reverse the specification of American sealing compounds which were to have been used in a new factory in Northumberland for an American company using American designers and consultants. Bringing about this change in specification should mean almost £10,000 worth of work for the Evomastics Contracts Department.

Also on the sales front, one of the customers of the Builders' Merchants Division - J.M. Sankey (Midlands) - held a two-day Exhibition of Evode products at Willenhall, and On the 4<sup>th</sup> and 5<sup>th</sup> June a Sales Conference of the Merchants Division was held at Stafford, at which a new product - Mortar Mait Powdered Mortar Plasticiser - was launched.

The Promotional Sales Force of the Evo-Stik Marketing Department has been reformed on a National basis instead of working Regionally, and following this reorganisation, a two-day Conference was held in Stafford,

Mr. F.B. Robson has been appointed Sales Manager of this Promotional Sales Force. Other appointments include

Mr. G.G. Morris as Northern Regional Manager of the Builders' Merchants Division.

Mr. N. Colclough as Computer Operations Manager.

Mr. P.G. Baxter as Production Superintendent, with particular responsibility for the new building number 35.

Mr. M. Blezard has joined the Building Chemicals Laboratory as Development Chemist.

Mr. John Connor has left the Group Research and Development Laboratory for a new career in Management Services.

## **VIK SUPPLIES**

On the 11<sup>th</sup> May, the Company was visited by :

A party of eighteen Japanese Shoe Manufacturers,

and in the same month there was a visit from :

Mr. Theron of Colin D. Bailey, South Africa.

The month also saw the export of a record amount — approximately 20,000 square yards — of Vik Toe Puff Materials, shipped to Messrs. Mushin and Miller, our agents in Australia.

### **GENERAL INTEREST**

At Hams Hall 'B' Power Station considerable exposure of main steel reinforcements had taken place in a large concrete culvert owing to deterioration of the original concrete. Following investigation, remedial work was organised by the C.E.G.B., calling for the removal of all deteriorated concrete and replacement by EVODE CONCRETE REPAIR COMPOSITION, one of the Company's epoxy resin compounds. The work was carried out by Friary Construction Company Limited of Lichfield, the total value being about £18,000.

The same repair composition is being used on two badly deteriorated main cooling towers at Spondon Power Station near Derby, the work, costing £10,000, being carried out by the nominated sub—Contractor, Resin Application and Linings.

Another interesting application of our epoxy resin materials was on the new Midlands Link Motorway, when EVODE EPOXY RESIN NOSING COMPOUND was used to provide outstanding resistance to adhesion, impact and weathering on bridge joints on the Motorway Bridge Structure 11c. The expansion joints were sealed with POLEVOPOUR and the work was again carried out by Friary Construction Company Limited.

Evode Limited are members of FERFA (Federation of Epoxy Resin Formulators and Applicators).

Mr. H.J. Chard, Adhesives Divisional Chief Chemist participated in a Colloquium on Adhesives at the City University, London, on 27<sup>th</sup> May, 1970.

Towards the end of May there was a three-day Symposium on Joint Movement Design and Materials in which the Company participated. Mr. A.J. Carwardine, Dr. M.J. Welch and Mr. R.E. Tucker attended the entire Symposium which was held at Brighton, and Mr. G.B. Barrett and Mr. Hedges attended part-time.

# **EVODE NEWS CIRCULAR**

**ISSUE 25 - JULY, 1970**

## **WATCH THIS SPACE**

Visitors to Stafford by rail have long been greeted by our display sign at the station. If you are travelling by rail in the next few weeks, keep an eye open for changes. Your Editor has been told that a new, more powerful layout has been approved for this site.

## **MORTARMAIT**

A new powdered mortar plasticiser has been launched to Builders Merchants and initial sales figures are well up to expectations. Given the brand name Mortar Mait, this product is attractively packaged in re-usable 4-lb., polythene pails and cartons containing 28-lb.

## **NEW PLUMBER'S MAIT**

An improved formulation of this well-known sealant for the plumbing trade is to be introduced shortly in brand new packaging. The new material is whiter and cleaner to handle and the modern poly-pail packaging for the 3-lb., 7-lb., and 14-lb., sizes is distinctive and will benefit sales to Builders Merchants.

## **ALL CHANGE!**

The new design discipline by Lonsdale Hands Partnership already adopted for the EVO-STIK Divisions has now been extended to Evomastic Industrial Division - Cartridges, Cans, Reels and Literature have all been adapted to incorporate the new twin-E logo and will gradually supersede the old designs. The Building Chemicals and Bitumen Division is next on the list.

## **THE RETAIL SALES FORCE**

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The promotional sales team for the EVO-STIK Marketing Division was recently re-organised and re-equipped to perform a wider role in promoting our products to the retail trade. The Representatives were briefed and trained in their new sales operation methods during a two-day Conference at Stafford. A big increase in productivity and distribution levels for the EVO-STIK range is expected to be seen from their sales promotion activity.

## **MAKING AN EXHIBITION OF OURSELVES**

For a number of years Evode have had static exhibition stands in the Building Centre and the National Flooring Centre in London. These stands are now being re-designed and up-dated in order to provide greater visual impact. Both Centres are open to the general public, but primarily they provide a useful information service to specifiers in industry.

## **ALLWEATHER EVODE PAINTS**

Mr. J. Cardy visited our prospective Licensees in Holland, Messrs. Him-Chemie.

A further order for 1,500 kilos of Aquatan was received for use at the Leeds Sewage Works.

An order for over £600 for Pitanex-Sandkote for export to Jamaica was received.

British Airports Authority renewed their contract with us for road and runway marking paints. Work has commenced on the further extension at Gillingham.



We have supplied a considerable quantity of paint for redecorating at the Chalfont Colony for the National Society for Epileptics. One particular house at this Colony was officially opened by Princess Alice in late June who commented on the excellent exterior appearance largely created by Pitanex-Sandkote on the stucco and Pitan Roof Paint on the whole roof area.

### **COX & WRIGHT**

Several people have made journeys abroad to promote the Company's business :

Mr. W.T. Clifton visited East Berlin to complete negotiations for an H.F. Press. Mr. L. Mikolajewicz also visited East Berlin regarding the installation of the H.F. Press.

Mr. J. Watts visited Palma-Majorca regarding the installation of machinery.

### **EVODE LIMITED**

There has been a lot of good news on the sales front from the Building Chemicals Division. Over 5-tons of Prover 2 has been ordered by two customers and Mr. J.C. Kisson has sold 3,000-gallons of Evoseal 201.

#### **In addition :**

Mr. A. Keeler has succeeded in selling Rubeton to ECC Quarries for repairs to concrete units. This will be a regular stock item - 125 gallons just ordered.

Portite is used regularly by E.G. Bradley for their Bradstone blocks at the rate of 1-ton per month on a contract order.

British Rail, Birmingham have ordered Decolith for treating leaking bridge abutments.

The CEGB have used Evoprene on the Hinckley Point 'B' Nuclear Power Station. The

contract has just been completed to the client's full satisfaction.

MPBW have used Evascon for the re-surfacing of the floors at the Crockery Stores, Fenton. Three thousand, five hundred square yards are involved.

On the Mastics sales front, interesting orders include :

A further 20-tons of SP/K1 for Boythorpe Cropstores, and 1,500 reels of Evostrip for Finer Roofs and Floors Limited of Nottingham.

A very satisfying example of the specialised selling of our sealing compounds was that through our Architects and Engineers Service Division the very well-known Engineering Consultants, Binnie and Partners of Victoria Street, London sent a questionnaire to three mastic and waterbar manufacturers whose products they frequently specify. The enquiry raised many pertinent questions appertaining to a feasibility study for the use in reservoirs, water retaining structures and river schemes.

From documented information available and expert guidance from our laboratories, all information was submitted in accordance to the questionnaire with open admission where necessary of lack of knowledge to products and systems of which we had no experience. It is rewarding to note that Binnie and Partners congratulated the Company on the conscientious way we had approached this problem and we have subsequently been presented with our requests to write in their drawings our waterbars and sealing compounds on the first phase of the scheme. Most encouraging of all is the fact that we are substituting our products for those originally named as being from one of our main competitors.

#### **Visitors to the Company included :**

Mr. N. Zukerman of our Mexican Associates.

Mr. H.E. Cooper of Cooper Polymers Inc., U.S.A. with whom we are associated in Evocor.

Mr. Th.W. Steenvoorden of our Dutch and German Associates, and

Mr. R. Lucas of our French Associates.

This list again underlines the highly International character of Evode's activities to-day.

#### **New appointments include :**

Mr. J. Baldock as Data Processing Controller.

Mr. B.H. Holloway and Mr. G.H. Turner as Staff Chargehands, and Mr. C.H. Lovatt as Adhesives Technologist.

### **EVODE INDUSTRIES**

We had the pleasure of a visit from Mr. Zukerman of Mexico and we were delighted to show him through our Plant and discuss our manufacturing processes with him.

We are heavily committed to the clearance of outstanding orders now that a very prolonged Cement Strike which had depressed business

in Ireland, has been settled. In particular, Floor Levelling Compounds and Emulsion Adhesives.

Mr. Anthony Harford of our Laboratory Staff is at present in Stafford. The purpose of his visit is to see the Control Laboratory in Stafford in operation.

### **ITEMS OF GENERAL**

Mr. S.B. Knowlden, Export Sales Manager, has recently returned from Nigeria and Ghana, and likewise, Mr. J.D. Roche, Assistant Export Sales Manager, has recently returned from a sales visit to the Middle East. They report from both Regions of the World that there is good business for Evode products with prospects of rapid expansion.

Mr. A.C. Talbot of the Laboratory, who now specializes on work for our French Associates, Dia Prosim, has been making a study of the French language. Because of our increased involvement with the Spanish speaking areas of the World, several members of the staff, including Mr. V. Vohralik, Director, have been studying that language. Other members of staff who have attended training courses include :

<b>NAME</b>	<b>DEPARTMENT</b>	<b>COURSE</b>	<b>TITLE</b>
Mr. H.F. Matthews		Cost Accounts	Organising for decimal currency.
Mr. P.J. Lane Mrs. S. Coates		Production Control	Profit from Production and Inventory Control
Mr. B.I. Liss		Director	Basic Finance
Mr. C.E. Webb Mr. R. Ablett		Vik Supplies Limited	Polyurethane Soling.

At the invitation of a former London architect who is now Architectural Tutor at Gloucestershire College of Art and Design, a lecture was given by members of the Architects and Engineers Service Division to 34 architectural students in the 2<sup>nd</sup> 3<sup>rd</sup> and 4<sup>th</sup> year at the above college. Planned to last 11 hours with a tea break and questions, so much interest was shown by the students that the session lasted for three hours.

# **EVODE NEWS CIRCULAR**

## **SPECIAL EDITION - JULY, 1970**

### **A BUMPER SALES HARVEST FORECAST FOR THIS AUTUMN**

"Cast your bread on the waters " says the proverb, and these days, if you want to get some heavy bread man, you've gotta just do that. We think it would be a good thing for everyone to have some details of the latest Evode bread casting activity so that we all know what we are going for. Here then is the action slice by slice :

#### **S L I C E 1**

##### **MORE ADVERTISING MORE OFTEN**

Every week from October, through to December there will be advertising for Evo-Stik 'Impact' and Clear appearing in the Mirror, Express, Sun, Telegraph, Reveille, T.V. Times and Womans Realm. All told, thirty million people will see these advertisements and that is an awful lot of pulling power when it comes to sales from retail D.I.Y. shops.

#### **S L I C E 2**

##### **FREE OFFER PROMOTION**

During these months, all packs of 'Impact' and Clear being sent to retailers by our wholesale stockists will contain a free offer leaflet for a set of 6 Easyway Toy Plans, normal value 2/-. This is bound to have a big appeal with Christmas just around the corner and we are expecting up to 40,000 dads to be making these toys with Evo-Stik before Santa comes around.

#### **S L I C E 3**

##### **EVO-STIK NOT STUK IN STOK**

A big sales campaign aimed at pushing more Evo-Stik into the Trade to keep shelves well stocked is also planned. At the same time our Promotional Salesmen will be calling on the majority of Hardware and D.I.Y. shops with powerful new display aids and window signs to catch the eye of the man in the street (or in the shop for that matter. !). It all adds up to a great deal of sales pressure to make the tills ring.

**S L I C E 4**  
**SALES RE-ORGANISATION IS THE KEY**

Before this happening takes place the responsibilities of the Sales Representatives in the Marketing and Merchant Divisions will be re-allocated to give greater efficiency and productivity in booking orders. Every man will have much bigger opportunities to book business and get the best results from his territory.

The action starts this week, Friday, 31<sup>st</sup> July, with a National Sales Conference launching the Autumn Campaigns - the climax of the re-organisation, planning and work that has been carried out by the Sales and Marketing Management during the last 2-months.

THE GROUP NEWS CIRCULAR KEEPS YOU INFORMED

27th July, 1970.

# **EVODE NEWS CIRCULAR**

## **ISSUE 26 - AUGUST, 1970**

Mrs. M. Dorney who has been a member of the Board of Directors of Evode Industries from the foundation of the Company retired this month. She will receive a presentation, as a mark of our gratitude and appreciation, at a Dinner Party which will be attended by Dr. Simon.

A Board Meeting of our Canadian Associates — Ercona Adhesives Limited — took place in Stafford on 16<sup>th</sup> July, 1970. Mr. L.G. Lillico, Director was present and Albright Wilson Limited were represented by Dr. M.G. Peard.

Mr. J. Cardy, Managing Director of Allweather Evode Paints Limited, has told us that in July this year all previous sales records were broken.

A training programme for all Building Chemicals Division Sales Representatives was held on 23<sup>rd</sup> and 24<sup>th</sup> July to introduce them to our new range of epoxy resin compositions for use in Civil Engineering. These are intended not only for new work such as the protection of the intensely hard surface required on motorway joints, but also for repairs to older structures. For example, Epoxy Resin Mortar and Concrete Repair Composition are already being used for extensive repairs to concrete surfaces at Meaford Power Station and Hams Hall Power Station.

### **ALLWEATHER EVODE PAINTS**

In addition to record sales, it is reported that building work on the new factory extension at Gillingham is well under way.

A new appointment is that of :

Mr. G. Tompkinson as South—West Area Manager.

### **COX & WRIGHT**

Work has now commenced on the building of a new Bay to the existing factory.

Mr. J. Watts is to visit France regarding the installation of a high frequency press.

A visitor to the Company during July was :

Dr. Schuttleworth, Director of the South African Research Institute.

### **EVODE LIMITED**

Visitors during July included :

M. Revershon and M. Chaminade from our French Associates, Dia Prosim.

Mr. Art Gee and Mr. P.J. Farrell of Ercona Adhesives Limited, Canada, and

Representatives from our new agents for Russia, Rumania and East Germany.

During July Dr. H. Simon visited Paris to meet our French Associates, Dia Prosim and also to meet Representatives of Produits Labiotte Freres who have a joint venture in France with the Terrell Corporation, as in a similar way we have a joint venture with Evocor Resins Limited in the U.K.

Evode Industries Limited commenced their new financial year on the 1<sup>st</sup> July and have been greatly encouraged by a promising start.

Items of sales interest from the Evomastic Industrial Division include :

An order value £2,500 for RDM.2501 and Silicone Sealant from Con-Cargo Limited who are transport container manufacturers, and news of work by the Contracts

Department on several blocks of flats at Salford - contract value being £11,000.

Mr. Dan Wojtulewicz - Building Chemicals Factory.

**New appointments include :**

Mr. A.G. Cameron as Assistant to Sales Manager, Building Chemicals Division, and

Mr. B. Parsons, Evomastic Sales Representative for North London and Middlesex.

**VIK SUPPLIES**

Bulk trial orders have been received for the Company's now range of Vikform Stiffeners in which considerable interest is being shown, and there is continued growth of our polyurethane sole bonding system, particularly in the Northampton area for use in men's footwear.

Mr. David Isherwood will be joining the Company as Northern Area Technical Representative on the 1<sup>st</sup> September.

**ITEMS OF GENERAL INTEREST**

Mr. S.B. Knowlden, Export Sales Manager is going to visit Port of Spain, Trinidad to help establish our new manufacturing venture there, but he will also carry out sales visits in Barbados, Jamaica and Bermuda.

Mr. J.D. Roche, Assistant Export Sales Manager is to carry out a selling tour of Kuwait, Iran, Pakistan, Greece and Turkey.

The following Factory Supervisors are taking the Training Within Industry courses of Job Methods and Job Instruction and Communications at Hanley :

Mrs. M. Follows -Packing Room Adhesives Factory.

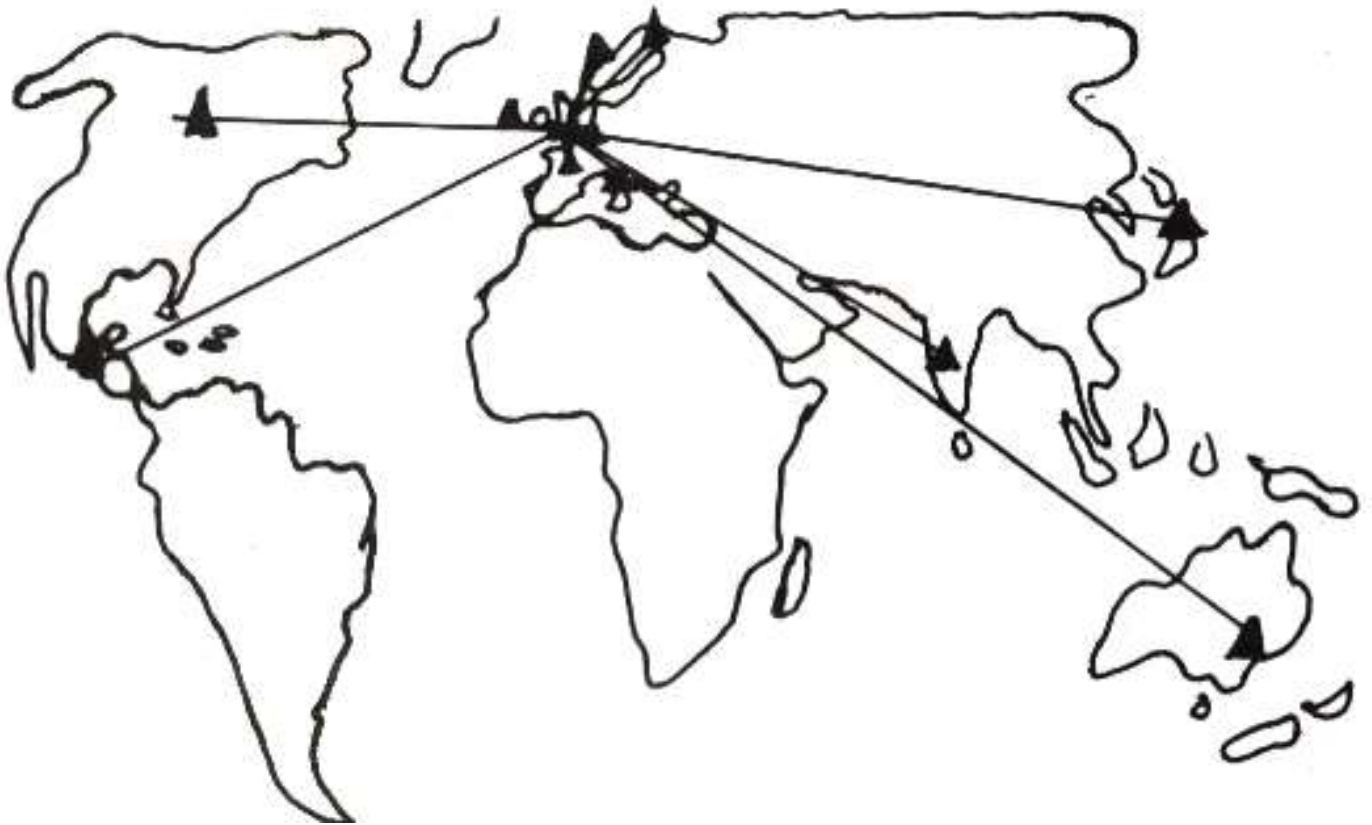
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Mr. Bob Studinski - Export Packing Dept., Adhesives Factory.

Mr. A. Lake - Adhesives Factory.

# **EVODE NEWS CIRCULAR**

## **ISSUE 27 - SEPTEMBER, 1970**



### **THIRD INTERNATIONAL CONFERENCE IN OCTOBER, 1970.**

Next month sees the third gathering of representatives from our Associates overseas who manufacture Evo-Stik and Evomastics products. Countries sending representatives this year are :

AUSTRALIA  
CANADA  
FRANCE  
HOLLAND  
EIRE  
FINLAND  
INDIA  
ITALY  
JAPAN  
NORWAY  
MEXICO

and the Conference is timed for the week beginning Monday, 19<sup>th</sup> October.

### **CHAIRMAN IS PRESIDENT**

As you may have read in the local press, our Chairman - Dr. H. Simon is now President of Stafford Rangers Football Club.

### **SHOESHINE**

John White, footwear manufacturers, have approved Vik Supplies new polyurethane adhesive 8800U and use it in three of their factories. Negotiations with John White were handled by Mr. C.J. Flack and Mr. R. Addis.

### **90% MORE SALES IN AUGUST**

The Merchant Division Sales Force selling the Company's products to Builders' Merchants, achieved in August sales figures 91% above the same period of 1969.

### **LONDON OFFICE CLOSURES DOWN**

The Evode London Office in Edgware Road which was reduced in size after the retirement of former Sales Director Mr. E.H. Beaumont, has now been closed down completely. Mr. Barrett, Head of the Architects and Engineers Service Division who used to operate from London Office now is based in Stafford.

### **BLACK OUTLOOK FOR BRIDGE**

Allweather Evode inform us that vast quantities of Bitugel black bitumen paint will be used to re-paint Blackfriars Bridge. Continued use of the Company's products in large amounts is reported from all quarters. There have been useful export orders from the Middle East. Chlorinated Rubber Paint continues to be used in large quantities by the West Midlands Gas Board and Bitugel figures again in a 1,000-gallon order for re-painting a 200-ton crane at Belfast.

### **DOUBLE DUTCH FOR VIK**

Mr. Keijzer and Mr. Bult of our Dutch Associates visited Vik Supplies and were taken on a tour of shoe factories using Vik products in bulk.

### **KNOWL DEN REPORTS FROM WEST INDIES**

Export Manager, Tony Knowlden reports good progress by our manufacturing associates in Trinidad. Evode sales are generally doing well in the West Indies.

### **MORE ORDERS FOR FLASHBAND,**

Barrow Corporation have ordered 400 rolls of 6" and 12" wide material, value £1,000, and the product continues to sell very well in the export field. Sales to Germany and the Netherlands are excellent and there are increasing amounts for Africa and the Middle East. A recent order from our Dutch Associates, N.V. Simson was for over 18,000 assorted rolls.

### **CHEMICALS FORGE AHEAD**

Sales of Building Chemicals products have been on the up and up. Over a ton of Epoxy Resin Mortar has gone for repair work at Meaford Power Station and the same amount for new work on the Midlands Link Motorway

Over £20,000 worth of Roof Waterproofing sales are reported, which includes an order worth more than £12,000 from Adinco in Teheran.

### **CONTRACTS DEPARTMENT IN STAFFORD JAIL**

One of the recent Roof Waterproofing Contracts was for £2,000 worth of work on the local prison.

### **ROBINSON SUCCESS WITH HOT MELT**

An order has been obtained for over 100,000-lbs., of Vik Thermaflo hot melt adhesive. This order was negotiated by Mr. K.J. Robinson.

### **NEW FLAG FROM IRELAND**

The new house flag flying over the office block was presented to us by Evode Industries and is the same as the flag used by them.

### **VIK MAKE EXHIBITION OF THEMSELVES**

Preparations are in hand for the B.B.S.I., Exhibition which will take place in Harrogate.

### **BARRETT IN DUSTBIN DEAL**

Mr. G.B. Barrett of the Architects and Engineers Service Division reports that the G.L.C. will use our Roof Waterproofing System in a new type of refuse disposal plant in London. This is a prototype for further units throughout the country and overseas. It is intended that the heat from the furnaces of the disposal plant will be used to generate sufficient electricity to show a profit over the entire enterprise. The domestic refuse will be



charged into the disposal plant directly from vehicles which will weigh up to 30-tons.

## **NEW FACES**

This seems to have been a vintage month for new appointments both for Head Office and outside staff. Particularly interesting was the appointment of :

Mr. Philip Day as a representative in the Merchant Division Sales Force for the Surrey/Sussex area. He is the son of Bill Day who is in the same Division.

Mr. D. Hampton started on 1<sup>st</sup> September as a representative in the Evomastic Industrial Division Sales Force for Northants and Bedfordshire, and on the same date

Mr. Isherwood took up his appointment with Vik Supplies.

Another new sales representative, this time in the Building Chemicals Division is.

Mr. J. Boyle for South-West Scotland.

### **Internal appointments include :**

Mr. P.J. Lane to be Office Manager - Sales Administration.

Mr. D.S. Ferguson to be Supervisor of Office Training.

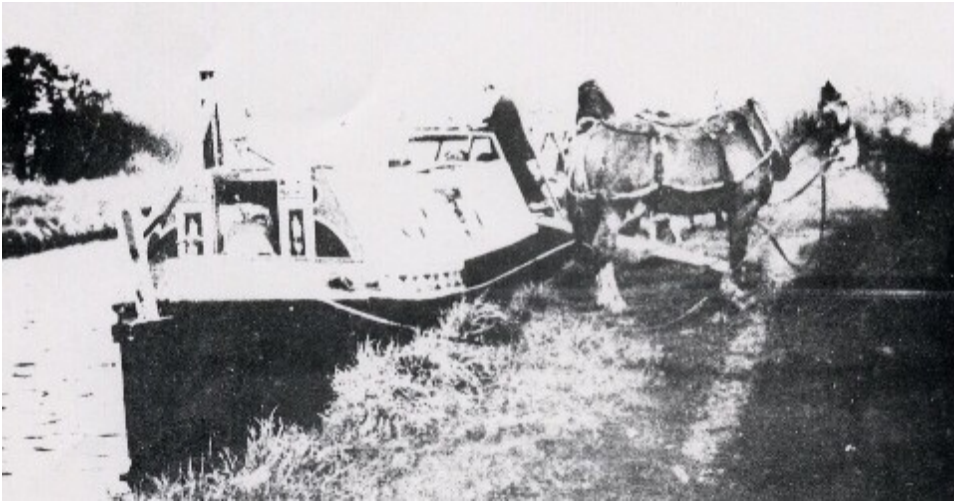
Mr. J.T. Ferneyhough, Controller - Incoming Orders.

Mr. E. Pointon, Supervisor - Customer Liaison Section, and

Mr. R.E. Horne, Supervisor - Sales Ledger.

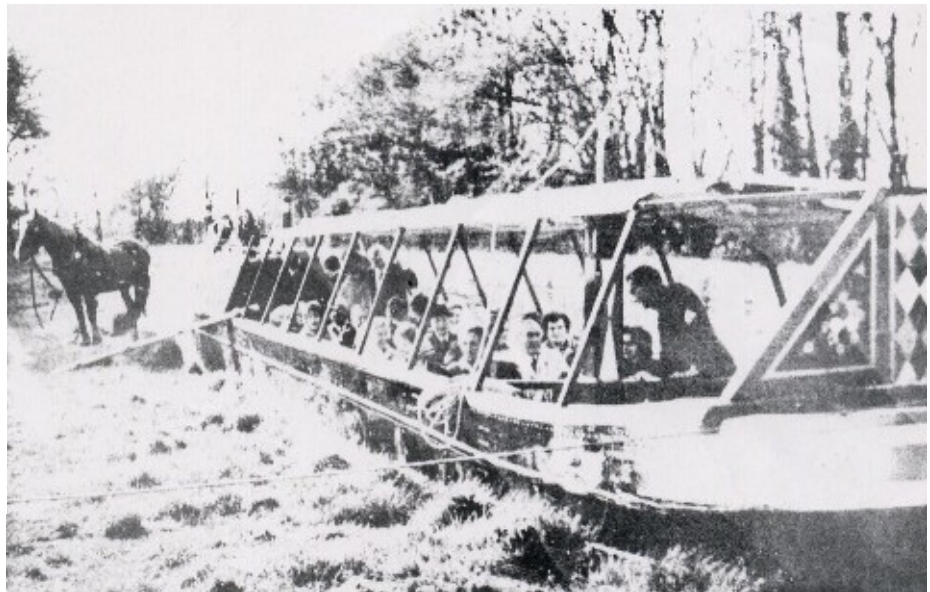
# EVODE NEWS CIRCULAR

## ISSUE 28 - OCTOBER, 1970



EVODE  
"25"  
CLUB

SCENES CAPTURED  
DURING THE RECENT  
SUFFESSFUL CANAL  
CRUISE, REPORTED  
IN ISSUE 23



EVODE  
"25"  
CLUB

## **CASH BONUS FOR IDEAS**

As many of us probably noticed reported in the Stafford Newsletter and Guardian for Friday, 21<sup>st</sup> August, two more Evodians won cash awards for helpful suggestions. The brains on this occasion were supplied by Mr. G.H. Sergeant, a fitter. in the Engineering Department and Mr. G. Turner, a senior chargehand in the Mastics Factory. Mr. Sargeant suggested an anti-spill device for the tube filling machine and Mr. Turner a mastic hatch seal which helps to reduce wastage of material and machine cleaning time.

## **WEST MIDLAND INDUSTRIAL FIRE BRIGADES ASSOCIATION**

Mr. C. Stanley is Chairman of this Association and Mr. & Mrs. Stanley have attended two recent social events, one being the 29<sup>th</sup> Annual Competitions where the hosts were Mander. Bros. Ltd., and the other the presentation of long service awards at G.E.C. Stafford. A cabaret formed part of the social evening at G.E.C. and needless to say one of the acts was a fire eater.

## **PROGRESS WITH NEW FACTORY BUILDINGS**

Work proceeds apace all around us with the continued commissioning of the new Mastics Factory Building 35, which should this month see the installation of mixing and filling out machinery. To meet increasing demand for bitumen products, alterations to the original boilerhouse will provide a new site for the hot bitumen storage and emulsification units. Finally, the foundations are being prepared for the new Evacor plant ready for the erection of steel work.

## **EVO-STIK 528 EXPORTED IN BULK**

A very interesting development in the exporting of adhesives has resulted from an excellent operation planned by Mr. D. Whally of the Export Department. It seems that it is

now possible to ship adhesives in special containers up to a capacity of 40-tons, and Evo-Stik 528 is now being exported in bulk containers to Nigeria.

## **VISITS and EXHIBITIONS**

Mr. M.E.J. Wright, Mr. R. Houghton and Mr. J. Watts of Cox & Wright Limited were in attendance at the recent Semaine du Cuir in Paris where machinery manufactured by the Company was on display. Mr. W.J. Clifton of Cox & Wright attended the ELDA Fair in Spain where again machinery was on show.

Stafford was visited by a party from the Leicester. Branch of the Master Builders Federation, a group of architects from the Ministry of Public Building and Works Offices in Shrewsbury, and also a number of officers from the Sheffield City Architects Department.

During the month, Stafford also hosted the first meeting of the technical committee of F.E.R.F.A.

## **OVERSEAS and EXPORT NEWS**

Stafford was visited by Mr. Stavros Anayoutos, Evo-Stik and Evomastics agents for Cyprus, also Mr. Clayton of our active agents in Nigeria.

Cox & Wright were visited by Mr. I.V. Makerevitch, an exporter of machinery from the Russian Embassy in London, and they were also visited by Mr. Colin Bailey of their South African agents.

There have been excellent orders for our Roof Waterproofing Treatment from Gibraltar and the first bulk orders have been received for Hot Melt Adhesives as a first step in opening up the agency arrangements in Taiwan and Taipei,

## **NEW APPOINTMENTS**

Mr. M. Sanders has been appointed as Market Research Officer.

Mr. G.D. Aitchison as a Chemist in the Adhesives Development Laboratory, and

Dr. A. Satter and Mr. P.V. Jones have joined the Company as Chemists in the Group Research Laboratory.

### **HOME SALES ITEMS**

There have been some large orders for bitumen products including :

1,000-gallons of Evascon  
for British Rail, Newcastle-upon-Tyne

18-tons of Roof Waterproofing materials for a Recketts & Coleman Factory, and

10-tons of Evodex I for Rhymney Valley

Interest also continues in our range of epoxy resin-based materials where one of our customers, Swansback, has been using an Evode Epoxy Repair Composition on a concrete jetty in Hull where in some parts the product has to be applied and function below sea level. Also, 29 packs of Evoscreed have been supplied to the Dorman Long Company.

Mr. C. Essam and Mr. C. Carthy of Vik Supplies Limited have negotiated bulk trials with the now Polyurethane Adhesive 8800V at H. & S. Solomans Limited, London, whilst Mr. C.J. Flack reports that the John White Group have now completed the change-over from British United adhesives to our adhesives.

The Evomastics Industrial Sales Division reports an order worth almost £3,000 for Waterstops from the Cliffside Construction Company of Lincolnshire.

### **SUCCESS FOR SOLING COMPOUNDS**

Vik Plastics Limited have received their first Contract from Clarkes (Ireland) Limited, for 100-tons of Thermaflo PVC Compound and

this Compound has now been specified for use in all their mens' shoes,

We also expect a renewal of the British Shoe Corporation's Contract for a further 100-tons later this month.

### **ROOF WATERPROOFING OFFICES MOVE**

Arrangements have been made to provide accommodation at the new premises of Sandy & Co., for the Stafford-based Roof Waterproofing Office Staff. This will create much needed additional office space at Common Road. The G.P.O. are providing a direct 'phone link between Common Road and the new location.

### **PROMOTIONAL SALES FORCE**

In the News Circular for June, we mentioned the re-organisation of the Promotional Sales Force and the appointment of Mr. F.B. Robson as Sales Manager. In a recent meeting with Mr. Robson where the success of this re-organisation was discussed he commented as follows :

"Since then we have been hard at work with considerable success and great credit to all concerned, particularly the Representatives who have done a magnificent job.

Previous to re-organisation the average order to call ratio was in the region of 33  $\frac{1}{3}$  %, today it has reached 55% with some Representatives regularly attaining 60% and over. The average value of orders taken each day has gone up from £43 to over £70, and the number of orders per day has moved from 4.2 to 7.5. In this initial period over 10,000 retailers have been called on and recorded. A very necessary and potent Sales Force in these days of increased competitor activity re-organisation has certainly paid dividends."

### **FRED HAWKES (REFRIGERATION)**

# **EVODE NEWS CIRCULAR**

## **ISSUE 29 - NOVEMBER, 1970**

Fred Hawkes (Refrigeration), a company which joined the Group at the time of the acquisition of Cox & Wright Limited, has recently been sold to the Commercial Equipment Division of Electrolux Limited.

### **LICENSEES CONFERENCE**

The Licensees Conference, of which advance warning was given in Issue No.27, has been and gone but during its existence was voted a great success by all concerned. In all five days were spent in introducing our associates from 311 parts of the World to new ideas both commercial and technical. This information was imparted during ten hard working sessions, the chairmanship of which was shared between Mr. Barrie Liss, Mr. V. Vohralik and Dr. B.S. Jackson. Time was found for two social occasions, the first being a reception and buffet hold on Monday, 19<sup>th</sup> October at the premises of the Evode Sports and Social Club, which was a great success, and the second was the Conference Dinner held on Wednesday, 21<sup>st</sup> October at Tillington Hall, when we were again joined by special guests from all over the World.

Although there have been willing helpers, the brunt of the organisational effort for the Conference has fallen upon the shoulders of Mrs. B.K. Heath of the Licensee Co-ordination Department. As the organisation this year was voted better than ever, perhaps one should say that behind every great Conference there stands Mrs. Heath.

### **CHAIRMAN'S BIRTHDAY**

On the 30<sup>th</sup> October, Dr. H. Simon, Chairman and Managing Director celebrated his 70<sup>th</sup> birthday.

### **SALES NEWS**

The most interesting items this month are from Allweather Evode Paints, in fact to be honest compared with information from other Divisions it seems as though they are the only ones left selling anything at all ! For example, following 2-years successful trials an order worth more than £2,000 has been obtained from London Airport for white line paint on aircraft stands and Czechoslovak Airlines ordered fluorescent paint for aircraft wing tips. Allweather materials have been used on the Tontine, Castle Eden and Kings Lynn bridges and is now specified for Frimley bridge. Under a licence with Oregon Paints, manufacture of our products will commence in New Zealand. The second extension to the Gillingham Factory is now complete.

### **EXPORT NEWS**

Mr. Roche commenced an extensive tour of the Near Middle East on the 22<sup>nd</sup> October which will be extended to include the Far East, Singapore, Bangkok and Hong Kong. Thanks to good work by Mr. Barrett's Architects and Engineers Service Division, we are specified for the enormous new Hong Kong tunnel scheme for chemicals, paints and mastics.

### **EVOMASTIC INDUSTRIAL DIVISION**

Mr. A.J. Carwardine has been appointed Chairman of the Sealant Manufacturers Conference and Mr. K. Challiner has been appointed to the Technical Panel of the Sealant Applicators Association. It was very nice to see Mr. Challiner back at work again even if only on a part-time basis, following a motor accident in which he received serious injuries.

Mr. Rouvali, a building engineer from our Finnish Licensees stayed on after the Conference to spend a few days with the Evornastics Contracts Department. Sales-

wise we have received a contract order for Polevogun from Sealfix Limited to the value of about £2,000.

## **MARKETING NEWS**

The front cover, two colour pages and six black and white pages in the December issue of Practical Householder are given up to the Evode 1970 Christmas toys. These are six DIY toys that can be made with simple materials and Evo-Stik adhesive. This is about the largest piece of PR we have ever achieved in this main consumer publication.

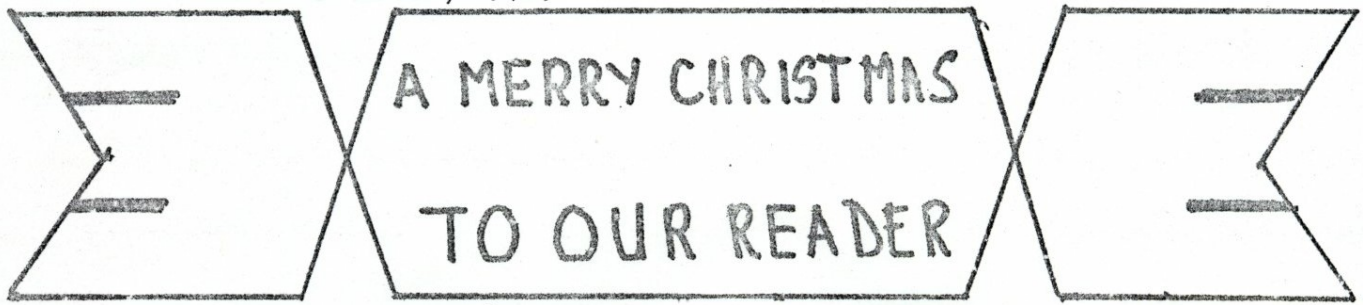
Market research for Flashband is nearly complete and the results show that there remains very great sales opportunity for expansion in the years to come. Building and roofing contractors who use Flashband have a very high opinion of the product, but there are very large areas of these two markets awaiting sales expansion.

The Evomastic Division will shortly be commencing a campaign launching the new and improved GX-5.

The Building Chemical Division will shortly be commencing a campaign exploiting our Roof Waterproofing Service, and widening the use of Silverfilm. The Sales Force will be using demonstration samples to show the fire resisting qualities of our roofing system.

# **EVODE NEWS CIRCULAR**

## **ISSUE 30 - DECEMBER, 1970**



### **NEW FACTORY STARTS OPERATION**

The first machine installed in the new factory building No.35 should be in production by the time this issue is printed. It will be producing C.30 cartridges of G.P. Mastic.

### **COMPUTER STORAGE OF LABORATORY REPORT DATA**

Our efforts in this direction have been reported in the press in one or two publications, but for example, the Staffordshire Advertiser contained the following :

"The first phase of computerising laboratory reports has just been completed by Stafford's Evode Limited.

The computerisation programme is being carried out by the firm so that requests from its customers for advice, or individual formulae, can be met more quickly.

The first phase of the programme has been based on Evode's laboratory reports of the past five years.

The second and third phases of the computerisation of reports are to be carried out in following months and in future printouts will be up-dated every three months."

### **LARGE ORDER FOR VIK SUPPLIES LIMITED**

Recently Vik Supplies Limited received their biggest single contract to date for 300-tons of P.V.C. Compound from the British Shoe Corporation.

### **VISITORS TO AND FROM**

The last few weeks seem to have been very active in this respect. Visitors from overseas included :

Mr. D. Prescott from Oregon Paints Limited of New Zealand who will be making Allweather Evode paints under licence there Allweather were also visited by Messrs. B. & S. Zucchini of our Italian Licensees who also intend to make A.E.P. products. Also from overseas, but a bit closer to home, Mr. F.B. Lynch, Managing Director of Evode Industries visited A.E.P. because of the intention to make paints under licence in Dublin.

After the International Conference Evode Industries was visited by Mr. Rangel of Mexico and Mr. Frazer of Australia.

Mr. Michael Piper and his wife have now arrived in Japan. Mr. Piper, who used to work at Stafford, now works for our Japanese Licensees, Sale Tilney and he and his wife are now trying to settle into the Japanese way of life. Mr. Brian Moore, also from Sale Tilney,

visited Cox & Wright Limited after the International Conference.

Other visitors to Cox & Wright included :

Mr. Beraud from Louis Beraud & Ses Fils, France. Mr. Mirchandani of Avon Consultants, India and Mr. Birioukov an Inspector of Factories from the U.S.S.R. In November. Cox & Wright received two visitors from "down under", Mr. McCallum of Hollandia Shoes, Australia and Mr. Smiley of Sargood Son & Ewen Ltd., New Zealand.

Mr. M.E.J. Wright, Managing Director of Cox & Wright and Mr. John Watts their Senior Technician, attended the Factory Management Conference and Exhibition at Atlantic City, U.S.A., in October where C & W products were demonstrated. Machinery was also on display at the Bucharest Exhibition in October.

Another recent visitor has been Mr. Colin Bailey from South Africa who visited both Vik Supplies and Cox & Wright. In order to accommodate a new flocking plant his company have placed a monthly contract for 10,000 yards of Thermovik Toe Puff Material worth approximately 4,700 per month.

### **EXPORT SALES**

Mr. S.B. Knowlden, Export Sales Manager reports a very good trading year for 1969/1970 on all Group products, and expresses his thanks to all in the Export Department for their help under the present difficult conditions. Let's have a closer look at recent export sales from the department where it all seems to be happening. In addition to the order from Messrs. Colin D. Bailey mentioned above, 8 containers of 528 and 'Impact' adhesive worth more than £11,000 will be shipped to Nigeria this month and with reference to some future business Mr. Barrett reports as follows :

The Architects and Engineers Service Division have been actively engaged with the

Architects and Engineers Department of the Blue Circle Group servicing their Cheecolite Foam Concrete for expert sales. This has resulted in the specifying of Polevogun, Baffle Strip, Twinstik, Flashband and Vertileast to be incorporated in all their locally pre-fabricated houses constructed from the Cheecolite precast units and slabs, Together with close co-operation by our Export Division, firm enquiries have already been received from Nigeria for these materials to be used on the local Company working on pre-fabricated dwellings, It is anticipated this business will vastly expand to provide large orders from many parts of the world.

Also on the export front but from Allweather Evode Paints, comes the report of orders received for almost £3,000 worth of paint going to Eastern Germany, Hong Kong and Portugal.

### **HOME SALES ITEMS**

Things have not come to a complete stand-still on the home front. Evomastics have received an order for over 4,000 cartridges of a new product - RDM.2501 - for one of the largest container manufacturers in the country and Scammell Lorries Limited have ordered 54 packs of Evoscreed. Hawker. Sideley Aviation have decided to use our materials for all their roofing requirements and the shoeshine boys have netted a bulk order of 1,000 sheets of combined Vikform Stiffener material from Messrs. S. Edge of Bilston and a number of well-known shoe manufacturers have changed to our adhesive Evo-Stik 90M for use in attaching prime and plyribs to Goodyear wetted insoles. The negotiations here were carried out by Mr. C.J. Flack assisted by Mr. R.C. Addis and Mr. C.W. Cooper copped the order for the Vikform Stiffener.

### **B.B.S.I. CONFERENCE**

Vik Supplies participated in the British Boot & Shoe Institute Conference .and Exhibition at Harrogate where considerable interest was



shown in the range of Vikform Stiffeners. Also in attendance at the Conference were Messrs. Leslie, Wilson and Buckley from Cox & Wright Limited.

### **NEW APPOINTMENTS**

Mr. G. Dell has been appointed as Chief Chemist of Allweather Evode Paints with effect from 1<sup>st</sup> January, 1971 and Mr. S.C. Werren has been appointed as Assistant to the Chief Technical Advisor of A.E.P. (Miss E.A. Street).

Closer to home, Mr. John Hall who has worked in the Vik Supplies Laboratory, is going to join the production staff of Evacor Resins and as part of his training is spending some months in the Evode Process Development Department.